



Indspire

Indigenous education,
Canada's future.

L'éducation des autochtones.
L'avenir du Canada.

Indspire Fundraising Event Toolkit

November 2020

Charity BN/Registration #11883 4696 RR0001

Greetings,

Tawâw. Taanshi. ᐱᓄᓐᓂᓐᓂᓐᓂᓐ. Boozhoo

These are Cree, Michif (Métis), Inuktitut and Anishinaabe words – just a few of the many languages spoken by Indigenous Peoples in Canada – we offer them to you today to say “Welcome”, as a partner of Indspire. Indspire is truly appreciative that you have chosen us for your fundraising event.

Included in this package is a step by step guide to help you create a successful event.

For more than 35 years, Indspire, a leading Indigenous-led registered charity has invested in the education of Indigenous people for the long-term benefit of these individuals, their families and communities, and Canada. Through collaboration with supporters like you, Indspire is able to educate, connect with and invest in Indigenous people across Canada so they can achieve their highest potential.

Thank you once again for your continued support of

Indspire. Sincerely,



Roberta Jamieson
President and CEO,
Indspire

Indigenous Education in Canada

In an increasingly interconnected world, Canada is in a global race for talent. Fortunately, Canada has a ready supply of labour, energy and enterprise right here at home.

Indigenous peoples are the fastest growing demographic cohort, and they are younger than the Canadian average. More than 130,000 Indigenous people aged 17–51 will be eligible to attend post-secondary university by 2023. They are a key piece of Canada's economic engine. In fact, the Centre for the Study of Living Standards estimates that if we close the education and labour market gaps for Indigenous people in Canada by 2031, Canada's GDP could gain \$36 billion.

Indspire is an Indigenous national charity that invests in the education of First Nations, Inuit and Métis people for the long-term benefit of these individuals, their families and communities, and Canada. With the support of its funding partners, Indspire provides financial awards, delivers programs and shares resources so that First Nations, Inuit, and Métis students will achieve their highest potential.

Indspire provides hundreds of scholarships, bursaries and awards to thousands of Indigenous students every year through its Building Brighter Futures Program. Since 2004, Indspire has provided over \$115 million in financial support to more than 37,500 First Nations, Inuit and Métis students. Ninety per cent of students who have received funding have graduated from a post-secondary institution. Fifty per cent of graduates continue toward another post-secondary credential, and most importantly, 50 per cent of employed recipients work in fields that support Indigenous people.

As a society and a country, we have the responsibility to ensure all our students have what they need to follow their dreams and make the most of future opportunities. Not only is this vital to advancing reconciliation, but it will also make our country stronger, more innovative and more inclusive. It will make us all better able to thrive in a changing world and a shifting global economy.



About Indspire



Every year, community events – from book sales to employee giving initiatives to birthday parties - raise funds to support Indigenous students. Every one of these events is providing support for Indspire’s initiatives and programs.

- *Building Bright Futures: Bursaries, Scholarships and Awards*
- *Soaring: Indigenous Youth Empowerment Gathering*
- *Indspire Awards*
- *National Gathering for Indigenous Education*
- *Rivers to Success: Mentoring Indigenous Students*
- *Teach for Tomorrow: Indigenous Educator Apprenticeship Program*
- *Indspire Research Knowledge Nest*

Your support allows Indspire to deliver meaningful programs that benefit Indigenous youth. You are helping to ensure that Indigenous youth are encouraged and empowered to hold on to their traditional knowledge and culture. You are helping them find role models that can have a positive influence in their lives, and by supporting Indspire, you are enabling Indigenous youth to become figures of positive change for the future in their communities and across Canada.

Charity Intelligence Canada recognized Indspire with their four-star rating and named us a Top 10 Canadian Impact Charity for 2017, 2018 and 2019 and Maclean’s also selected Indspire as a 2019 Top Rated Charity.

Indspire Fundraising Event Toolkit

Firstly, thank you for your interest in hosting an event in support of Indspire! Organizing an event is a fun and fulfilling experience and we are thrilled that you have chosen to support Indspire. This toolkit will help you execute a successful fundraising event, but we are here to help if you have any questions. For support, please contact Helena Kyriakou, Development Officer at hkyriakou@indspire.ca

What are considered Third Party Fundraising Events?

Third Party Events are organized by community groups (e.g., schools, churches, social groups, corporations, etc.) to help raise funds that support Indspire. A Third Party Fundraising Event is any activity by a non-affiliated group or individual where Indspire has no fiduciary responsibility and little or no staff involvement. However, we are happy to provide you with this toolkit to help it be a success.

Third Party Event Ideas

Third party events can take many different forms! With COVID-19 we've seen many new interesting ideas such as online watch parties and virtual concerts. Below is a list of event ideas, many of which can now be done online. Make sure to do them safely while following the proper social distancing measures in your area.

- Arts and Craft Sale
- Battle of the Bands
- BBQ
- Book Sale
- Car Wash or Pet Wash
- Create a Cookbook
- Donate What You've Saved Working From Home (Coffee, Lunch, Transit, etc.)
- Donations in Lieu of Gifts for Special Occasions
- Garage Sale
- Host a Dinner Party
- Monthly Activity Group
- Online Auction
- Online Game Tournament
- Outdoor Movie
- Pledge Events
- Photo Outing
- Run/Walk/Ride
- Sale Proceeds
- Scavenger Hunt
- Ticketed Event (Festival, Sport Tournaments,
- Virtual Classes (Art Night, Cooking Class, Music Class, Yoga)
- Watch Parties
- Work Fundraising Challenges



Hosting Your Event

The following steps outline how to create and execute a successful event:

Type of Event

Before you start it's important to know what kind of event you'd like to host, once you know that, you can get planning!

Compliance

When planning your event, please be mindful that:

- All fundraising events comply with federal, provincial and local laws governing charitable fundraising
- You have checked with local authorities to determine unique requirements for each type of event, before submitting your proposal
- Indspire reserves the right to decline support from organizations that are in conflict with our mission

Event Details

Once you know what type of event you'll be hosting, you will need to confirm the event details:

- Select a location that is convenient for you and your attendees
- When selecting your event date, research other events happening in your area to make sure that your event doesn't conflict with another
- Be mindful of holidays, weather (time of year), transportation issues and the number of participants you plan to host
- Determine the name, date and time of the event and find an appropriate venue to meet your needs



Register Your Event

Once you have a clear idea of the event you would like to host, please fill out the Third Party Event Application Form included in this package and submit it to Indspire. Once the form has been submitted, you will be contacted by an Indspire representative to review your event plans, share any materials you may need, and answer any questions that you may have. The form is at the end of this document.

Create a Budget

Creating a budget is an important part of the planning process. It helps you to create a financial goal for your event, as well as plan for appropriate expenses. Brainstorm and identify your possible sources of income (ticket sales, sponsorship, promotional draw, etc.) and an estimate of all potential expenses, including venue costs, decoration, food, entertainment.

Execution

To ensure that your event runs smoothly you should:



- Organize a committee
- Create a detailed event plan
- Assign and delegate tasks prior to and during your event
- Document your event with photos and videos

Be sure to create your Event Plan in advance, so that you are staffed accordingly with enough volunteers to ensure a successful event.

Promote Your Event

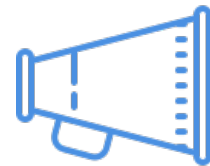
Once your event details are confirmed, it's time to reach out to the community. There are plenty of free ways to promote your event to increase attendance and revenue.

Share it on social media:

- Leverage free platforms, like Facebook, Twitter, Instagram and YouTube to help reach people online and share information about your event
- Create an event listing on Facebook where you can invite your fans, friends and family to attend
- Tag @Indspire in all of your social media posts (our name should pop up after the "@" symbol as you type) so we can comment, like and share your event with our network on social media and through our e-newsletters
- Tag all social posts with #Indspire, #IndspireEvent, etc.
- Keep in touch with us at @Indspire on Twitter, our Indspire Facebook page and our Indspire Instagram so we can help promote your event!

Contact your local media (newspaper, radio and TV stations):

- Ensure you include all your key event details (date, time, place, cause)
- Tell them why you created this event - explain why you've decided to support Indspire and why it's important to you/your community
- Be sure to mention that this event is being held for charity. Many local media outlets will mention your event for free, if the proceeds go to support a charitable cause.



Logos and Promotional Communications

To help give your materials a professional touch, Indspire can provide you with a digital copy of our logo for use on your event materials including brochures, posters, social media and the website for your event.

NOTE: Prior to printing, Indspire must approve any promotional materials that feature our logo.

Indspire should be identified as the beneficiary of the event, not the sponsor. For example, you would characterize a golf tournament as “The ___ Golf Tournament benefitting Indspire.”

NOTE: You are welcome to respond to any media inquiries regarding your specific fundraising event/activity. However, all media inquiries regarding Indspire, our work, our programming or any staff members must be referred directly to your Indspire contact.



Key Messages

Included in this package are key messages for Indspire. It is important to use some of these messages to develop communications materials for your event that connect your audience to the cause.

- Indspire is a national registered charity that invests in the education of Indigenous people for the long-term benefit of them, their families and communities, and Canada’s future
- Our vision is to enrich Canada through Indigenous education and by inspiring achievement. In partnership with Indigenous, private and public sector stakeholders, Indspire educates, connects and invests in Indigenous people so they will achieve their highest potential.
- Indspire is an Indigenous charity. We serve First Nation, Inuit, and Métis people in rural and remote communities, as well as urban centres across Canada. With the support of our funding partners, we disburse financial awards, deliver programs, and share resources with the goal of closing the gap in Indigenous education.
- In 2019-20 Indspire awarded \$17.8 million through 5,157 scholarships and bursaries to Indigenous students across Canada.
- Each year, we present the Indspire Awards, a nationally broadcast celebration of the successes achieved by Indigenous people.

Laureate, Student and Staff Ambassadors

It may be possible to secure an Indspire laureate, student or staff ambassador to speak at your event and share their experiences as beneficiaries or employees of the organization. They can really help strengthen your audience’s connection to the cause and help create a more successful event.

If you are interested in working with one of our ambassadors, please indicate on the application form or contact Helena Kyriakou, Development Officer at hkyriakou@indspire.ca.

Thank Participants

The people who support and attend your event are key to your success. You should thank and acknowledge those who participated in or supported your event. Let them know how much you appreciate their support and how you couldn't have done it without them!

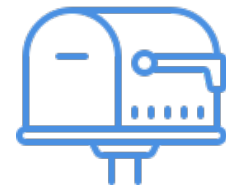
There are many ways to thank your supporters including personalized thank you cards or letters, phone calls or emails, video messages, personalized mentions on your social media outlets and special gifts as a token of your appreciation.

Remit Funds

Indspire requires that all proceeds must be received no later than 30 days after your event. It is important to submit the funds you raised within this deadline to ensure proper tax receipting.

Please note:

- Official tax receipts will only be issued in accordance with Canada Revenue Agency guidelines. Visit www.cra-arc.gc.ca for more information.
- Tax receipts for “in-kind” donations will only be issued upon request, when authorized by Indspire
- The final decision on whether a donation will receive a tax receipt rests with Indspire
- Cheques should be made payable to **Indspire**
- You may not open a personal or commercial bank account in the name of Indspire



Share Your Success!

We want to hear all about your event. Please send us photos and some notes detailing the event highlights so we can share in your success. To celebrate your achievement Indspire may use your photos and stories in an upcoming newsletter, e-blast, social media post or on our website so be sure to get permission from attendees to document (Post a sign at your event that says: Photos and video will be taken during this event and may be used by Indspire for promotional purposes).



Past Events

Indspire is fortunate to have many wonderful and passionate supporters. Over the past year we've had generous donations made in support of Indspire through birthday parties, bike rides, bake sales, book sales, and other fundraising initiatives. We're grateful to everyone who has organized these events to support Indspire's mission.



Eliza and Andrew decided to give to Indspire through their birthday party. [EchoAge](#) allows supporters to celebrate milestones while splitting their gifts with a charity of their choice. Eliza and Andrew chose Indspire because, as their mom put it, *“as a First Nations family, it was amazing to see Indspire as an option for contribution. The education of First Nations, Métis & Inuit individuals & communities are so underserved, yet incredibly deserving; a very worthy cause! Miigwech (Thank you) for the support!”* Through this endeavour, along with giving to Indspire, Eliza received a Wellie Wishers doll and Andrew received an Avengers Lego set for their birthday. To learn more about creating your own EchoAge party click [here](#).

Erik Pavey cycled 4000km across Canada, raising over \$6,000 for Indspire through [CanadaHelps](#), which allows supporters to create fundraising pages easily that they can share with their friends and family. Erik did his cross-country cycle on his own and took precautions to maintain social distancing. Erik chose Indspire because he wanted to choose a charity that “had tangible and long-lasting benefits for Indigenous People”. After seeing our student success stories, he could see the difference Indspire was making. *“I felt confident that the donations being made were an investment in Indigenous students, and an investment in Indigenous people as a whole. The fundraiser motivated me to continue riding through some tough days knowing that it was for a great cause!”* To learn more about creating your own CanadaHelps fundraiser click [here](#).



Promote Your Fundraiser and Collect Funds

Indspire uses a few giving platforms that allow our supporters to share and promote their events and raise funds for us in a way they find most suits their needs. Below are some of the most common giving platforms we use and ways to send your funds to Indspire.

CanadaHelps

[CanadaHelps](#) is the main platform used for third party events in support of Indspire. Whether it's hosting a rowing competition, having friends and family sponsor your marathon, or creating a school fundraiser, many donors use CanadaHelp. On CanadaHelps it's easy to create your own page and share the link with your network. [Click on this link](#) to learn more about fundraising with CanadaHelps and to get started on creating your own fundraiser.

ECHOAge

Through [ECHOAge](#) you can create an online invitation to the event of your choice (birthday party, baby shower, weddings, etc.). Guests are then able to give online and the funds are split between the charity of your choice and your group gift(s). ECHOAge also always you to invite guests and manage RSVPs and contributions online, allowing you to message guests directly or chat on the party message board. [Click on this link](#) to learn more about fundraising with ECHOAge and to get started creating your own party through them.



Donate to Indspire online

Depending on what kind of event you're holding, you may prefer that each participant donates directly to Indspire online. This is a great option. We often have supporters who If you want to donate this way but also want to let us know which event you're giving through, a great option is to have your group enter in an agreed upon phrase into the "What motivated you to give" field on our giving page. For example, if your event is Yoga in the Park, you can ask your participants to enter

"Yoga in the Park" under that field while making their online gift so we know that's where the funds came from.

Send a cheque to Indspire

If you're holding an event and collecting the funds yourself, for example, if you have donation boxes at your venue, you can tally up the funds and send us a cheque made payable to **Indspire** with **reference/memo of your third party event (i.e. Bake Sale, Corporate Walk)** and mail to:

Indspire
1002 - 555 Richmond Street West
Toronto, ON M5V 3B1

Appendix A - Fundraising Guidelines

1. Indspire encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. Indspire reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation if deemed inappropriate or outside our values.
2. To conduct a fundraising event, we ask that you complete and send in the Third Party Application Form at least 14 days prior to your event.
3. Any organization/group seeking to use the Indspire name or logo on any materials, including advertising, must receive approval from Indspire.
4. All promotional materials must state that your event is “in support” of Indspire and is not an official Indspire event.
5. Taking commission, for any purpose, on funds raised as part of the event is prohibited.
6. The third party organizer is responsible for meeting all municipal/provincial or deferral standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Indspire must not be party to any liability coverage without prior knowledge and/or approval. Indspire accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. Indspire agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our Donor Recognition Policy.
8. The third party event organizer will be held responsible for all costs related to the event and will handle all monies until the official donation is submitted to Indspire. Event expenses are to be deducted before sending proceeds to Indspire. Indspire shall incur no costs unless otherwise agreed to in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the event or promotion and to present the proceeds to Indspire within 30 days of the event or as agreed in writing with Indspire.
10. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to Indspire within 30 days of the conclusion of the event.
11. Indspire issues official income tax receipts in accordance with the Canada Revenue Agency guidelines. Refer to Tax Receipting (next page) for details.
12. Involvement of Indspire staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from Indspire.
14. Indspire will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The third party event organizer must send a complete accounting of all income and expenses associated with the event to Indspire. By publicly naming Indspire as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

Appendix B - Tax Receipting

Indspire adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified donee (complete transfer)
- Property – cash or gifts in kind (not services)

Indspire will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by donor)
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

Indspire cannot provide a tax receipt for the following:

- Gifts of promises or pledges (i.e., gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gifts intended for another organization
- Sponsorships

Appendix C - Frequently Asked Questions

Will Indspire help organize events?

We have created this *Third Party Event Toolkit* to help you start planning your event.

Can Indspire support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Can Indspire provide volunteers for a third party event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

Can Indspire provide sponsorship contacts to support third party events?

Indspire cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?

Indspire will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event.

How do I send the proceeds of my event to Indspire?

Funds raised by a third party event should be made payable and turned into Indspire no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Indspire. Cash funds must be turned in to Indspire no later than 7 days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included.

Please send a cheque made payable to **Indspire** with **reference/memo of your third party event (i.e. Bake Sale, Corporate Walk)** and mail to:

Indspire
1002 - 555 Richmond
Street West Toronto,
ON M5V 3B1

Can I use the Indspire logo and how do I get it?

Yes, please complete the *Third Party Event Application Form*. Upon accepting your request, our logo will be emailed to you.

Third Party Event Application Form

Event Name: _____

Date: _____ Time: _____

Location (Address/Facility/City): _____

Contact Name: _____ Contact Phone: _____

Contact Address: _____ Postal Code: _____

Contact Email: _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Description: _____

Additional details: _____

Would you like to use the Indspire logo on your event promotional material? If Yes, it will be emailed to you at the above email address: Yes / No

Note: All print materials featuring our name or logo must be approved by Indspire.

ACKNOWLEDGMENTS

I acknowledge that Indspire reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the Indspire Third Party Event Toolkit and will adhere to all of Indspire's Fundraising Guidelines.

Submitted by (Name and Company if applicable) _____

Date _____

Please return form to:

Helena Kyriakou

hkyriakou@indspire.ca

Development Officer, Donor Services